

OPC BULLETIN



HOTEL BILTMORE • 55 EAST 43RD STREET • NEW YORK, N.Y. 10017 • (212) 687-2430 • VOLUME 30, NO. 29, NOVEMBER 1, 1975

Elmer Lower next 'Old Pro' night guest; top print & air newsman

Elmer L. Lower, veteran broadcast and print journalist — former ABC News president, NBC News vice president and general manager, CBS News Washington bureau head, Life Magazine Paris bureau chief — will be guest of honor at the OPC Reunion Committee's "Old Pro Night" on Thursday, November 20, at the Club.

Now vice president-corporate affairs, American Broadcasting Companies, Inc., Lower is a national authority on election and political convention coverage. He was co-founder of the cooperative three-network, two-news services News Election Service (NES), rated by election specialists as the 20th Century's major development in election tabulation.

Lower's distinguished career in radio-TV news — six years with CBS, four years with NBC, eleven years as president of ABC News — was recently recognized by the Radio-Television News Directors Association, which gave him the Paul White Memorial Award for outstanding contributions to radio-TV journalism.

During his 40 years in the news business, Lower also headed Life Magazine's Paris and Los Angeles bureaus, was a Life roving correspondent in the Orient, UP bureau manager in Jefferson, Mo. and Cleveland, UP overnight news editor in Washington, D.C.; he also worked on the AP Wirephotos desk in Chicago and New York.

An OPC member since 1951, Lower is a past vice president and board member and the current president of the Correspondents Fund.

Join us November 20, for a well-deserved tribute to one of America's top newsmen. Cocktails, 6:30 P.M., program, 8 P.M. Tab: \$1.00. Reservations, Mary Novick, 687-2430.

— Ed Cunningham

BLUE CROSS/BLUE SHIELD

Enrollment time for members to join our group for January 1976 billing.

Nineteen year olds at end of December 1975 with Family Group must revert to Individual Coverage.

Call or write OPC office for applications.

Claiborne of the Times glad to be at last relieved of the 'Belly Beat' says he

Craig Claiborne, the noted eater, cook and writer, stepped to the OPC's "Shop Talk" podium on Wednesday, October 8, to deliver the shortest OPC speech on record: "Good evening, ladies and gentlemen. Thank you very much." That done, he threw the evening open to questions from the full-house audience, saying "if I don't have a sauce pan in my hand or a typewriter in front of me, I'm at a total loss, so ask."

Miss Tokyo welcome

Miss Tokyo will visit the OPC Wednesday, Nov. 12, at noon. The visit by a Miss Tokyo is made annually, as Tokyo and New York City officially maintain "sister city" relations. Angier Biddle Duke, New York City Commissioner of Civic Affairs, decided on the formal welcoming ceremony at the Club and that is the occasion of the visit. There will be opportunities for picture taking and interviews.

Fallaci message to OPCers a big dose of 'in' and bitters

When the U.S. government announced about October 20 that it had changed its mind about Italian Communist leader Segre and would issue him a visa after all, numerous OPC members nodded their heads sagely because they were among the few Americans even aware of Segre's name.

They knew because they had been at OPC's October 16 special session of "Talking Shop With ..." and had received a 45-minute lesson on Italian politics and U.S. diplomatic affairs from Oriana Fallaci.

Ms. Fallaci, whose new status as media "superstar" (CBS was there, taping her for inclusion in "60 Minutes") has not dampened her passionately personal style of journalism. She straightened a few spines when she announced that she would read her presentation, and began: "I bring you a bitter, uncomfortable subject tonight."

Her subject, greatly simplified, was that the U.S. government was making a big mistake in welcoming leaders of the Italian neo-Fascist movement, "which is scorned by every legitimate political party in Italy as the direct descendant of Mussolini," while refusing to permit leaders of the Italian Communist party, which captured 19% of the last election vote, even to enter the U.S. to fulfill a speaking invitation.

Tom Wicker, writing in the *New York Times*, picked up the same refrain in his Oct. 20 column from London, and the following day, the U.S. announced its change of heart. Was Fallaci responsible?

Fallaci is famous for her long series of eyebrow- (if not hair-) raising interviews with leading statesmen of the West (most other places won't let her in — which may account for her sensitivity to visa situations).

She is a petite woman, whose every fiber quivers when she is being adamant about something, which is most of the time. Her "bitter, uncomfortable" talk Oct. 16 kept the full-house audience spellbound in spite of containing far more detail about Italian politics than most people wanted to know. It was a tribute to her depth of commitment, which is known to be decidedly left-of-center, at least on the European political scale.

"Democracy in my country means to include the Communists," she pointed out, urging American diplomatic leaders not to continue what is perceived abroad as a "determination to continue an outmoded Capitalist-Communist cold war."

— Jim Scott

Landers answers



You just haven't gotten around to writing Ann Landers?

Forget it. Landers is coming to the OPC Thursday, Nov. 13, at a noon luncheon.

Members will be charged \$7 and non-members \$10. Reservations with Mary Novick are required, 687-2430.

Landers is featured in 810 newspapers around the world and still has the answers for troubled readers.

What ensued was a delightful hour for OPCers and their guests. They learned some surprising things from the former New York Times food critic, now a Times contributor and author of the country's newest cookbook, titled "Craig Claiborne's Favorites," which hit the streets on Oct. 8.

Claiborne quit the Times food beat ("belly beat") because, he said, "there were so few restaurants left that were serving good food." In spite of that, and of the demise recently of several of those, he feels New Yorkers are dining better now by far than in the old days. "We have Sloppy Louie's now, but most of them in 'the good old days' were sloppy by today's standards." Fastidious service and attractive surroundings still play a large part in his opinion of restaurants.

Hard liquor "absolutely does not" ruin your palate for food and wine; professional chefs don't write more cookbooks because they cook by feel and taste and rarely measure ingredients. And Claiborne's favorite gin is Burnett's White Satin. — Jim Scott

CALENDAR

Tuesday, Nov. 4, 5:30 p.m. Book Night — Arnold Newman, author of "One Mind's Eye", followed by Open House.

Wednesday, Nov. 5 — OPC and New York City host mayors from around the continent. Cocktails, 6:30 p.m.; dinner 7 p.m. Price: \$12.50 for member and first guest per person; \$15 each additional guest.

Thursday, Nov. 6, 5:30 to 7 p.m. — Talking Shop With ... Robert Metz, financial columnist, N.Y. Times.

Friday, Nov. 7, 5:30-7:30 p.m. — Twilight jazz session, "Clyde Bernhardt and His Harlem Blues and Jazz Band" featuring renowned veteran blues singers, 94-year-old Princess White and Miss Rhapsody, 72, in an album preview. Admission free. Seating first-come basis. Cash bar.

Monday, Nov. 10, 5:30-7 p.m. — Talking Shop With ... Clive Barnes, drama and dance critic, N.Y. Times.

Wednesday, Nov. 12, noon — Visit by Miss Tokyo.

Thursday, Nov. 13 — Cocktails, noon, lunch, 12:30. Talking Shop With ... Ann Landers, syndicated columnist, Field Syndicate. \$7 per member, \$10 guests.

Thursday, Nov. 15, 5:30-7 p.m. — "Old Pro" night honoring Lindsey Nelson, "Voice of the N.Y. Mets." Reservations \$1.

Wednesday, Nov. 19, 5:30-7 p.m. — Talking Shop With ... Lewis Young, editor in chief of Business Week.

Thursday, Nov. 20, 5:30-7 p.m. — "Old Pro" night honoring Elmer Lower, corporate vice president of American Broadcasting Company.

Thursday, Nov. 27 — Club will be closed.

Wednesday, Dec. 3, 5:30-7 p.m. — Talking Shop With ... George Plimpton, erzatz everything.

City and OPC to play host to mayors Nov. 5

The Overseas Press Club will co-host with the City of New York a group of mayors and their wives who are among some 30 mayors from throughout the world visiting Mayor Beame and New York during the first week in November. The visit is centered on the bicentennial celebration.

On Wednesday evening, Nov. 5, small private parties for groups of the visiting mayors will be held elsewhere, but the party at the Overseas Press Club will be open to Club members and their guests. Working newsmen are invited. There will be an opportunity for picture-taking and post-dinner questions.

Cocktails at 6:30; dinner at 7. Price: \$12.50 each for Club members and one guest. \$15.00 for non-members. Newsmen from abroad who will be accompanying visiting mayors will be eligible for OPC guest cards and can purchase dinner tickets for \$12.50.

Representing the City as host at dinner will be President of the City Council and Mrs. Paul O'Dwyer; Commissioner of Civic Affairs, Angier Biddle Duke; and Honorary Commissioner and Mrs. Thomas W. Phipps.

The visiting mayors at the OPC Wednesday night will be as follows: Caracas, Venezuela — M/M F. Perez (Carmen) — Special Rep.; Guatemala — M/M Leonel Ponciano Leon (Melida); Monrovia, Liberia — M/M E. David (Charlotte); San Fernando, Trinidad — M/M George Durity (Norma); San Jose, Costa Rica — M/M Johnny Ramirez (Anna); San Salvador, El Salvador — Dr/M Jose Antonio Morales-Erlich (Marina); Teheran, Iran — M/M Farhad Nikookhad (Jaleh).

Since tickets will be at a premium, reservations obviously are a must. (Call Mary Novick, Tel. (212) 687-2430). Since notice for the dinner came late, it is possible that at this reading you can still get a reservation.

They're back; loved it

The 21 OPCers who flew to the ETO August 31 received a quick initiation into the "Bombs of Britain" program.

On their first night in London, former Prime Minister Edward Heath had barely begun his remarks at the dinner hosted by the London Press Club when all were asked to leave the premises because of a bomb threat. Heath and most of the group left the scene but when the scare was over, Lord Barneston (head of Reuters) asked Mary Hornaday and myself to return. When we did I was asked to speak which provided an opportunity to thank our hosts and present some small gifts bearing the OPC imprint.

Only days after the scare, a bomb exploded in the lobby of the Hilton Hotel which was near the Intercontinental Hotel where many of us stayed. Two persons were killed and scores injured. And even the Intercontinental had a bomb scare so we became aware of what the British have to face repeatedly.

Dave Anderson and his wife Caroline managed to tote two bicycles back with them. Other members of the group, besides Mary Hornaday and myself, were Mary Jo Connelly, Merrill O'Brien, Herman and Merle Desir, Gerold and Lillian Frank, Liz and Jess Jaffrey, Benjamin Dean, Philip and Cecile Johnson, Henriette and Frances Kish, Lillian Pierson and Samuel Cohen.

Hallie Burnett, en route to Portugal, joined us for the festivities in London as did Ralph Gardner who had been spending some time in Europe. We did miss seeing our own members in London except for Bert Covit and his wife, it was the British Press who turned out for us. — Anita Diamant Berke

Harry Arouh tells guests how TV is distorting news

"I think tv is not only *not* fulfilling its potential but is doing a disservice to the people of this country...and to the people of the world," ex-TV newsman Harry Arouh told the OPC Talking Shop session, October 22.

In his "Confessions of an ex-TV newsman," which incidentally is the title of his new book, Arouh said he was not interested in "knocking individuals or executives" but in focusing on a very disturbing statistic—that about 64% to 67% of all the information most people get is from television. And he added, "if it weren't for this I wouldn't want to rock the boat."

Arouh, who worked for CBS from 1960 to 1970, first in the network news department and later for WCBS tv, said "at the bottom of the trouble with tv is fame and fortune." And he emphasized this fame and fortune is not earned by accomplishment or productivity but comes "just by showing up on the screen regularly."

Describing the snowballing effect of this pursuit of the limelight, Arouh said "the more famous you are, the richer you become until after a while you are on the level with the President of the United States. If you can get an interview with the President, you get as much attention, because people think that anyone who can walk up to the President and ask tough questions, must be good."

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Who, what, where

By GRACE NAISMITH

NEW LOOK: Lawrence P. Mihlon now vice president — public affairs for United Brands Co. Boston. Mihlon formerly president of Communications Programs International, following Exxon and McGraw Hill management positions... **Georgie Anne Geyer** has left the Chicago Daily News Foreign Service, where she was roving foreign correspondent for 12 years, and has joined the Los Angeles Times Syndicate as a nationally syndicated columnist. She is in Washington office. Her third book, "The Young Russians," just published by ETC Publications, and she is finishing "Biographies of Notable Women" for the Radcliffe series. Publisher — Dell...

Fred Baer, Vienna resident OPC member for over 20 years, now serving as associate editor at Business International's Vienna branch. Baer has just finished two-volume compendium on "How To Do Business in Poland." **Al Kaff**, after 25 years as a foreign correspondent in Asia, has been appointed assistant director of personnel relations for UPI in New York...

Joseph H. Singer, has been appointed corporate director, public relations of American Hoechst Corp. a new position. Singer has been p.r. director of General Foods and Geigy Chemical Corp.

PUBLISHING: Ruth Winter's new book, "Don't Panic," published by Western is being syndicated by Los Angeles Times Syndicate. It's all about how to handle emergencies—from heart attacks to bankruptcies... **Warren Young** has had five part series in New York Post on dyslexia... **Steve Yolen** edited *W*, the Fairfield magazine's special on Brazil... **Herb Silverman** in No-

MEMBERSHIP APPLICATIONS

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REINSTATEMENT

Associate Resident

Lee K. Jaffe, Lee K. Jaffe Associates, P.R.

Russell Baker basically a moralist, he insists; humor and burlesque secondary

"I'm told that the reason Secretary of the Treasury William Simon is so anti-New York City is because he hopes to become Vice President. He feels that if New York can be forced into financial ruin it would reflect on Rockefeller and aid forces tending to put Rockefeller off the ticket — and make it possible for Simon to come on," *New York Times* columnist, Russell Baker told an OPC "Shop Talk" audience on October 14.

Conducting a question-and-answer session, Baker also pointed out that, "You can say anything you want about Rockefeller and he'll put his arm around you because he can't believe that he can't win over anybody. All that's happening, Rockefeller feels, is you're having a moment of blindness and if you're exposed to that light long enough you'll see it."

Baker discussed his column, "The Observer" and noted that he tries to vary its pace and make it unpredictable by never using the same style, form or subject matter two days in a row. "I'll be casual one day and do a burlesque the next and then maybe a political satire..."

What I need for my sort of writing is a great deal of abrasion, friction, misery and unhappiness... I'm basically a moralist and a writer rather than a journalist."

Since the Times requires that his Sunday column be turned in 18 days before publication, Baker admitted that he couldn't be topical on Sundays and all through 1974 couldn't write about Nixon because he was always uncertain that Nixon would be President by the time the column was in type.

"However," he concluded, "I get very little hate mail but I can always recognize it because the envelope quivers. There's always a peculiar handwriting. It looks like it's been written with an old chicken claw that's dipped in red."

— Tom Kraner

member Weight Watchers Magazine with "Why People Travel." He's back from Ireland, writing on gourmet restaurants of Dublin... **Jim Atkins** editor of "How to Shoe Horses," for Arco.

SEEN ON THE SCENE: **Bruno Shaw**.

TRAVELERS: Epharim R. Gomberg of Palm Springs, Calif., a founder member, enroute to Washington to participate in mid-year meetings of the American Psychiatric Association where he represents the American Bar Association.

Parade magazine to provide Dateline

Parade Magazine will assume editorial responsibility for the twentieth edition of Dateline, the annual publication of the Overseas Press Club, Arthur G. Milton, who will once again take over the reins as publisher, has just announced.

Jess Gorkin, editor-in-chief of Parade is recruiting his top editorial colleagues to make this bi-centennial issue an important reference on the development of communications during the last 200-year period. James Head, and Anthony La Rotunda, Parade's Senior Editor and Art Director are starting to formulate a cover and theme that will make Dateline '76 a unique and sought-after issue.

OPC members Will Yolen, Hill & Knowlton and Pat Milton, Associated Press, will serve once more as circulation and and associate circulation directors.

LETTERS

He likes it

I think it takes nothing away from past Bulletin issues and their editors, over the many years, to say now that the issue of October 1 is indeed a smasher.

At first viewing, the change in format seems rather radical, but it works and works well. Not only is the paper easier to maneuver — you only turn it over once — but the type faces and heads really grab you.

I hope that everyone agrees that all hats should be off to the Bulletin staff for this exciting new effort.

— Albert Wall

He doesn't

At the OPC Program committee meeting today, several of us deplored the change in format of the Bulletin from the newspaper like four pages to the new sheet (same size paper) which looks more like an A&P or a Piggly Wiggly price list. One critic said that the massage parlor flyers handed out in the street are better. As the Bulletin is our primary means of communication, we are concerned. Do we get a vote? What happens when you have an eight page edition?

— Barrett Gallagher

A-so, desuka

From far-off Cipanju, *Konnichi-wa* to the Beiserburger, the Great Wall, Mrs. Bea Miller, Harry the Welk and the rest of that multifarious mob who so kindly contributed to a memorable evening. My thanks, in particular, for the one-liter martini jug. The pitcher had its baptism of fire here last week, and well upheld the traditions of the distinguished members of the bar who were its donors. *Domo origato* to one and all.

— Jay Brennan
Tokyo

Bread & butter note

Congratulations on the Iranian Dinner. It was a real success and great fun.

And, PR practitioners take note, a great way to be nice to your clients and support your club. Stella Margold deserves warm thanks from all of us.

— Art Foley

P.S. A nice touch was having door prizes for all.

EAT, DRINK WITH US AT OPC!

Dollars, drama, dance

New York Times Business columnist Robert Metz will discuss his book "C.B.S.: Reflections in a Bloodshot Eye" at the Overseas Press Club at 5:30 p.m. Thursday, Nov. 6.

Metz is a 19-year veteran of the New York Times financial section. He presently writes "The Market Place" five times a week.

The Times' dance and drama critic Clive Barnes will "Talk Shop" at 5:30 p.m. Monday, Nov. 10.

British-born Barnes became dance critic in 1965 after almost ten years of reviewing the performing arts for leading London newspapers. Two years later he replaced Walter Kerr as daily drama critic as well.

PLACEMENT

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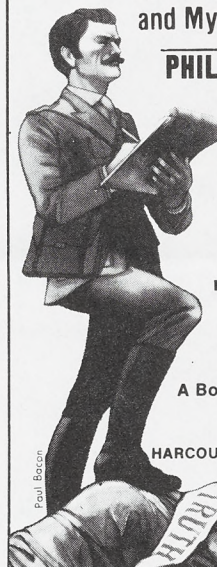
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